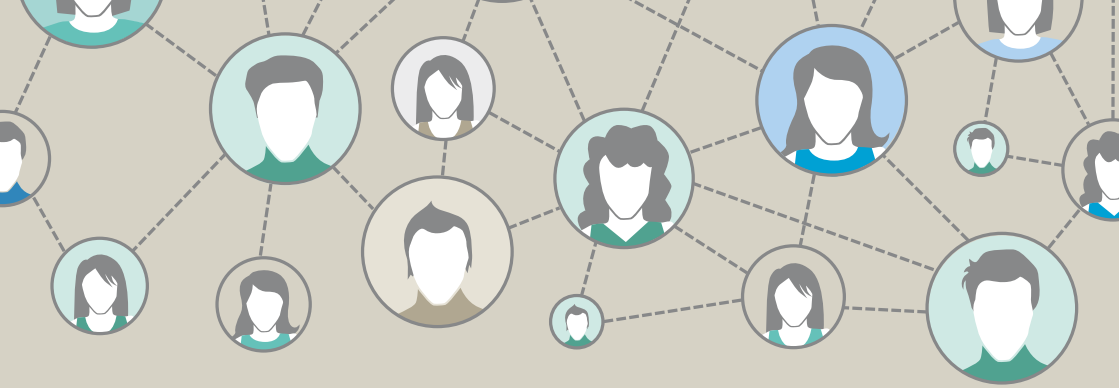
DOING MORE WITH LinkedIn

Irish Life



Now that you have a LinkedIn profile and have connected to people it's time to ramp up your LinkedIn marketing.

IN THIS EBOOK WE WILL LOOK AT:

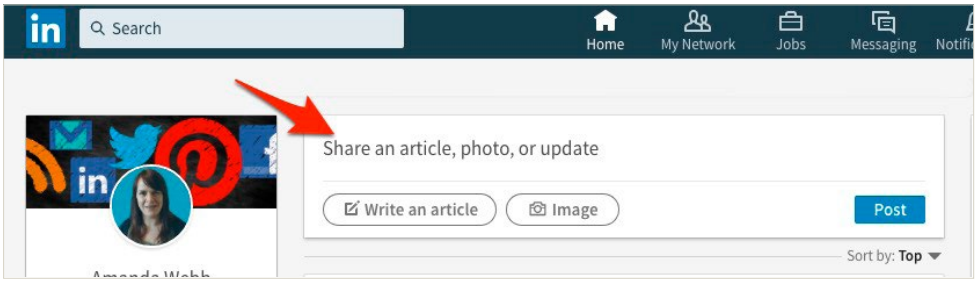
- What should you post to your LinkedIn news feed?
- How to use LinkedIn search
- What are Endorsements and how do you use them?
- How to request and give Recommendations
- Publishing long-form content on LinkedIn
- Finding and posting to LinkedIn groups

WHAT SHOULD YOU POST TO YOUR LinkedIn NEWS FEED?

It's important that you share regular updates on LinkedIn. When you post on LinkedIn it will appear in the feeds of the people you are connected to. When people like, comment or share your posts they will also be pushed into the news feeds of the people who are connected to your connections (your second connections).

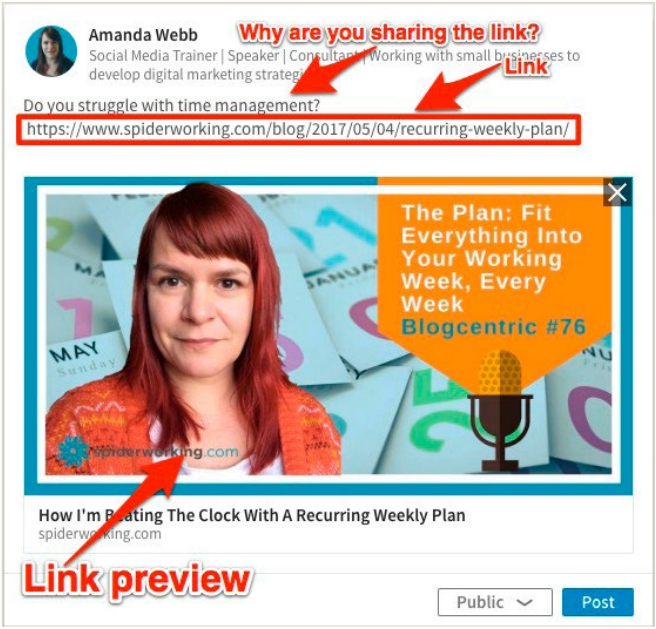
How to post on LInkedIn

To post to LinkedIn go to the home page and click inside the status update box.



Share a link

- Copy and paste your link into the status update box.
- A preview of the link will appear below
- Always add a line of text to tell people why you are sharing the link



Share an image

- Click on the camera icon to upload a photograph or image from your computer
- Remember to add a line of text to tell people why you are sharing

Create a text-only post

If you want to ask a question or share a thought type it into the status update box and click 'Post'

Update your news feed at least once every weekday with:

- Business related articles that will be helpful to your connections
- Links to articles and posts you have written
- Links to articles and stories about you and your business
- Links to YouTube video that will appeal to your connections
- Photos from meetings, events, workshops you attend
- Shared posts from your company page
- Questions that will engage your network

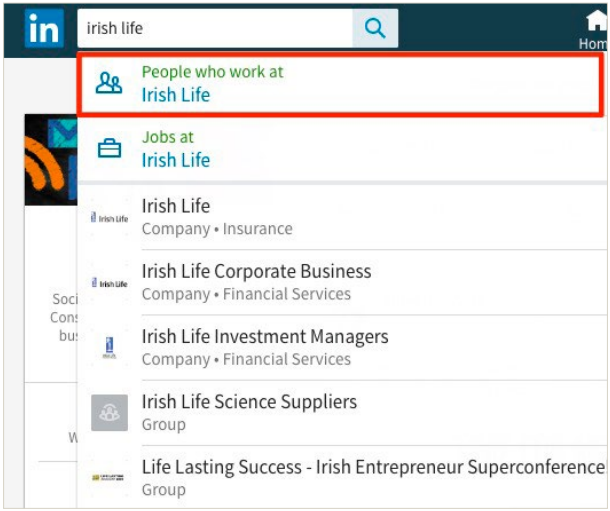
HOW TO USE LinkedIn SEARCH

Searching for people

Search is a good way to find prospects that you want to connect to.

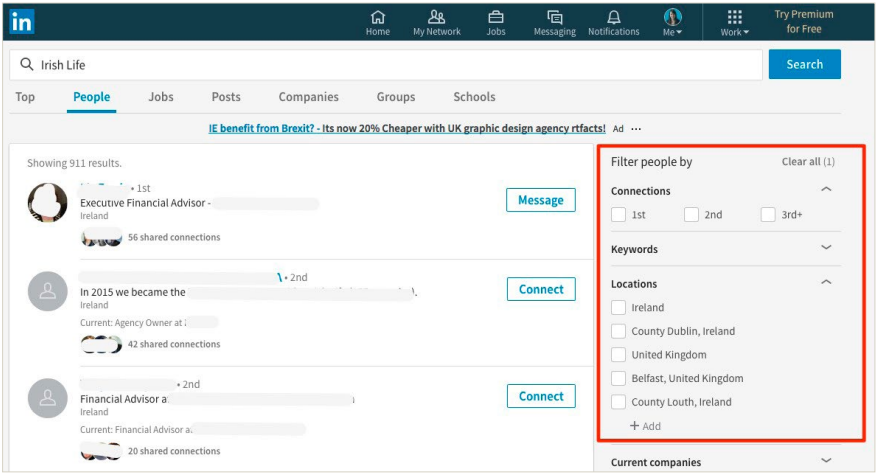
If you want to find people who work in a specific company start typing the name of the company in the search box.

Choose 'People who work for [company name]' from the drop down to find a list of employees.



Results will be listed in order of your connection to them with connections appearing first followed by second connections and third. After that LinkedIn sorts results by relevance.

On the right-hand side of the screen you can filter results by how their level of connection. First, second or thrid.



You can also filter by:

- Keywords
- Location
- Current companies
- Past companies
- Industries
- Profile language
- Non-profit interests
- Schools

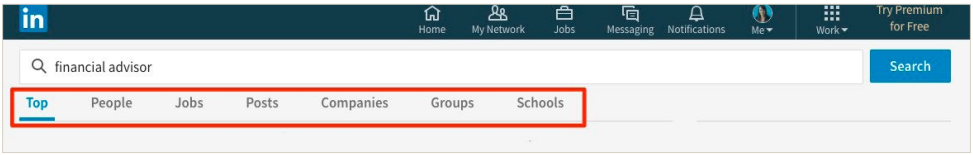
You don't need to limit your search to companies. You can search for people related to a specific keyword. Try searching for Marketing or Financial advisor

Searching other elements

Type any keyword into the search bar and hit enter.

You can choose your search element from the top of the page

- Top
- People
- Jobs
- Posts
- Companies
- Groups
- Schools



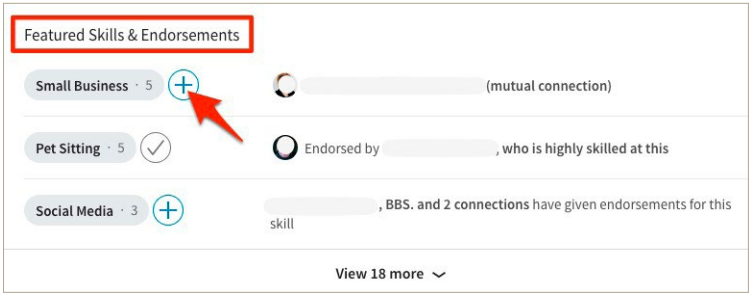
These sections will give you a good overview on your keyword or topic on LinkedIn

WHAT ARE ENDORSEMENTS AND WHAT ARE THEY FOR?

When you visit the profile of one of your LinkedIn connections you can endorse them for their skills.

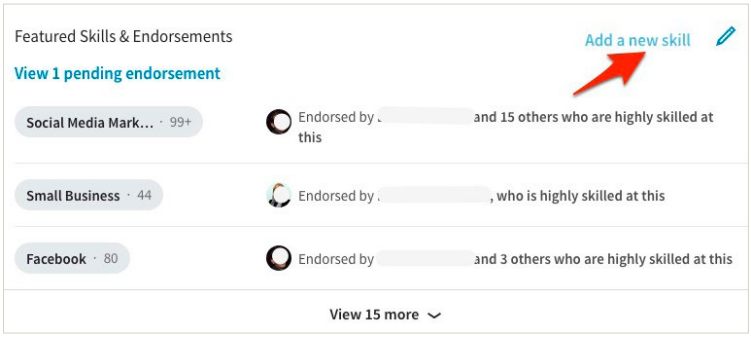
Scroll down their profile page until you find the 'Featured Skills & Achievements' section on their profile.

Next to each skill you will see how many times they have been endorsed for it. You can add your endorsement by clicking the + icon next to it.



Adding skills to your profile

You can add skills to your own profile by clicking 'Add a new skill' next to the skills section.



HOW TO REQUEST AND GIVE RECOMMENDATIONS

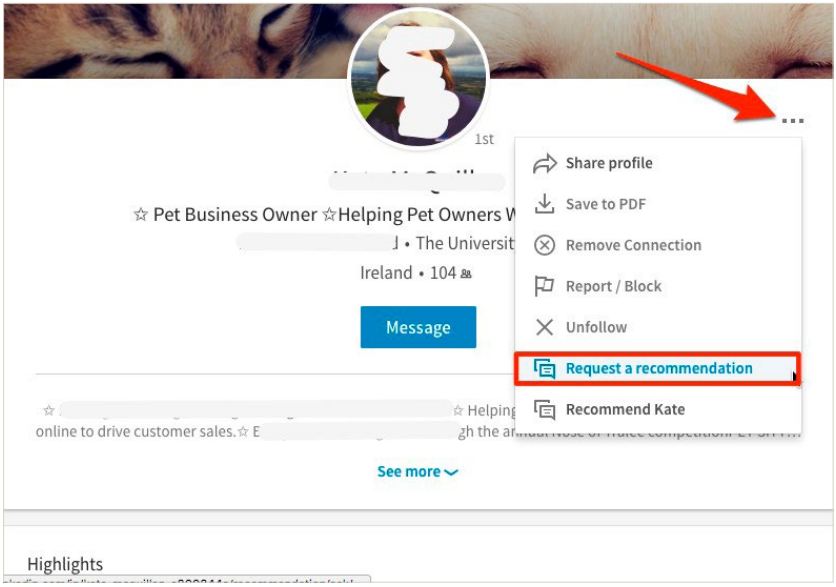
Recommendations are references for your work that appear on your LinkedIn profile. You should request recommendations from people you have worked with, clients and college associates.

When you request a recommendation you are requesting a written review of your performance.

To request a recommendation go to the profile of the person you want to ask.

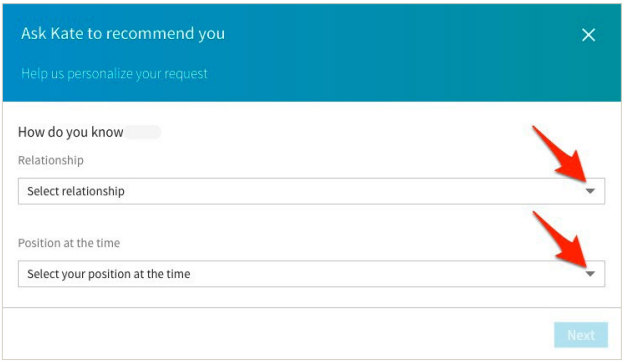
Click the three dots to the right-hand side of their profile picture

Select 'Request a recommendation' from the drop-down menu



Now you will be asked for some information

1. What is your relationship with the person you are requesting the recommendation from?
2. What was your position at the time of your relationship?



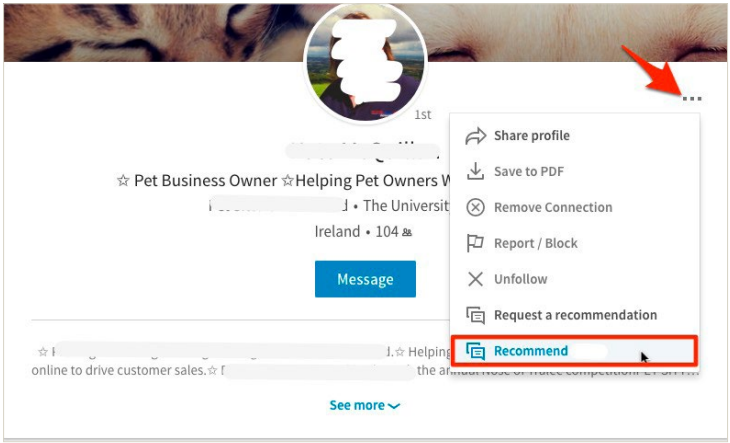
Finally, you will be asked to personalise your request. Take some time to craft this request, you are asking someone to take the time to write something about you so spend some time explaining to them exactly what you'd like them to write.

When someone writes you a recommendation you have the option to accept it or ask for a re-write.

If you accept the recommendation it will appear on your LinkedIn profile underneath the job or education that you have been recommended for.

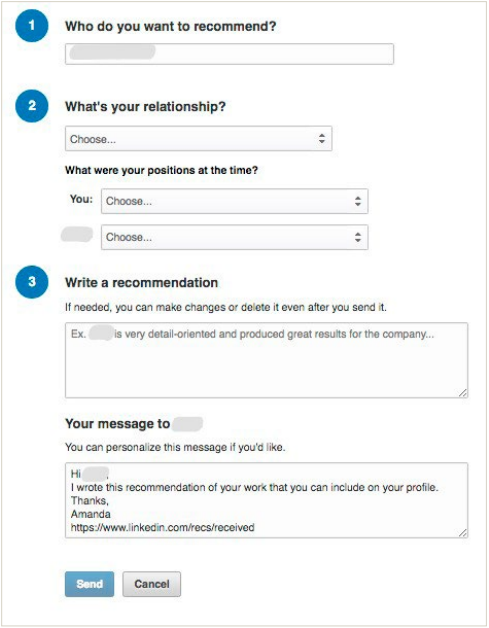
To give a recommendation on LinkedIn

- Visit the profile of the person you want to recommend
- Click the three dots next to their profile picture
- Select 'Recommend [name of connection]' from the drop-down menu



You will need to complete the following information

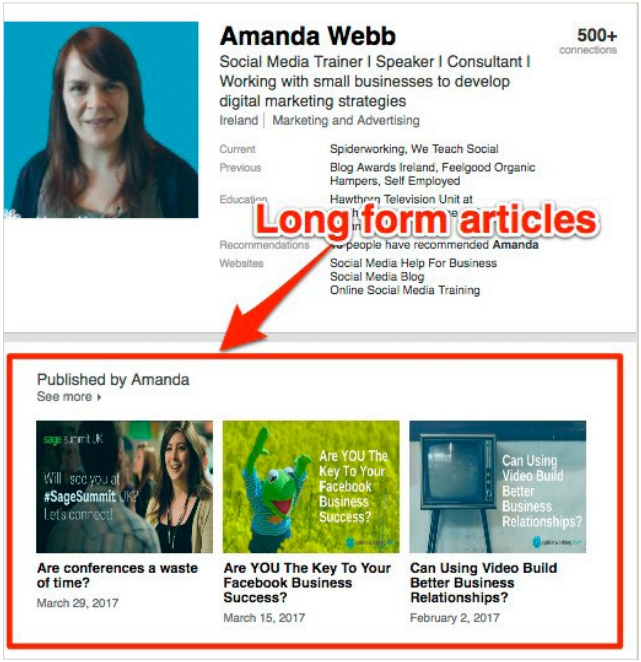
- Who do you want to recommend?
- What's your relationship?
- What were your positions at the time?
- Your recommendation
- A personalised message to the person you are recommending



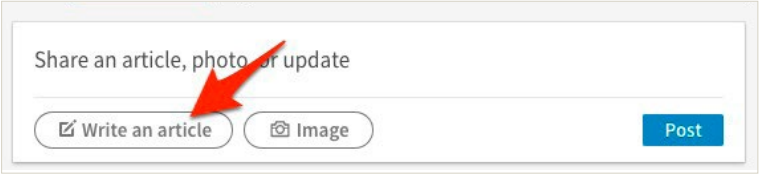
If they accept your recommendation it will appear on their profile underneath the position you have recommended it for.

PUBLISHING LONG FORM CONTENT ON LinkedIn

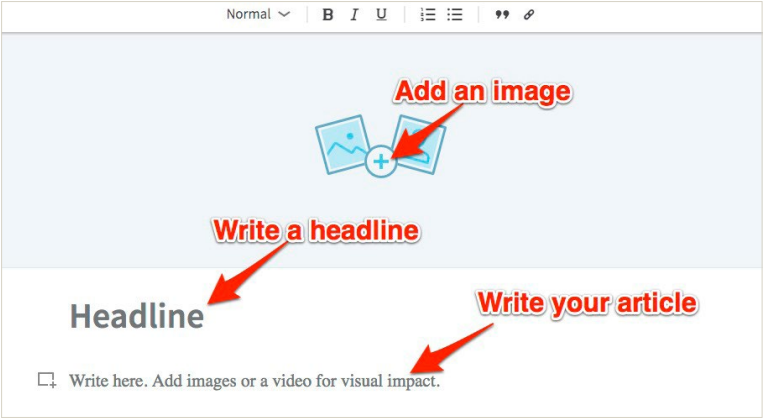
You can write full-length articles including images and embedded content on LinkedIn. When you do this they will appear on your profile page underneath your key information. (see below).



To write an article on LinkedIn click on 'Write an article' underneath the status update box on your home page.



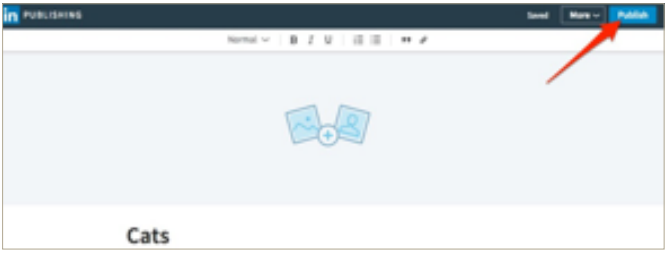
You can upload a key image to accompany your post from your computer



Underneath this give your article a headline and write your article

Click the + icon to add rich content including images, video, slides, links or embedded content

Once you have finished writing click the 'Publish' button at the top right-hand side of the screen.

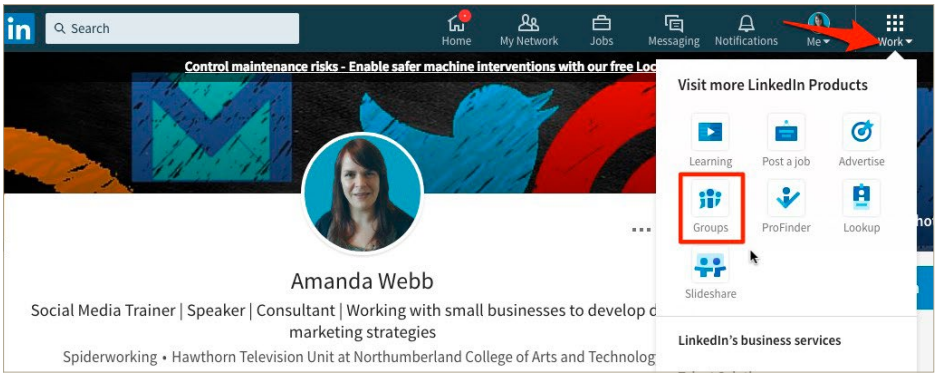


You will be prompted to share your post on LinkedIn and other social media.

FINDING AND POSTING TO LinkedIn GROUPS

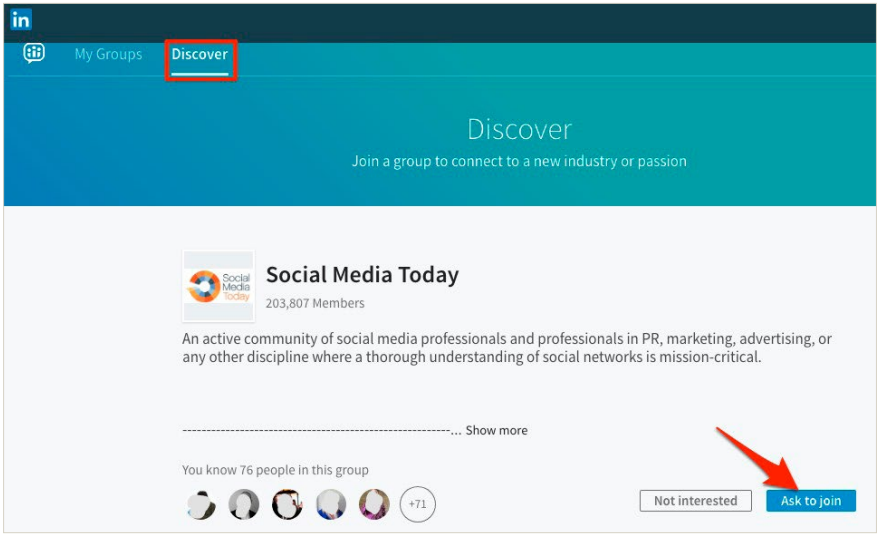
LinkedIn groups are communities that are built around specific interests and businesses. Joining and participating in groups is a good way to expand your network, share your expertise and pick up tips.

To find a LinkedIn group to join click the work icon on the top right-hand side of the screen. Select 'Groups' from the drop-down menu.



Click on the 'Discover' tab

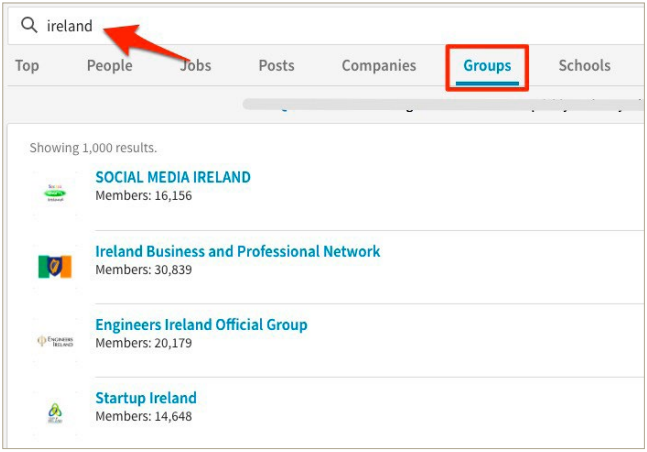
LinkedIn will recommend groups to you in this section. Click 'Ask to join' next to any that interest you.



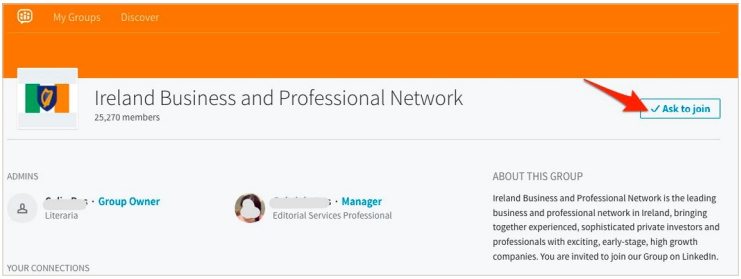
Searching for groups

To search for groups that you may want to join type a keyword or phrase into the search bar and hit the enter key.

From the results click 'Groups' to see groups relating to your search term.



Click on a group name to find out more about it and to request to join



How to post in groups

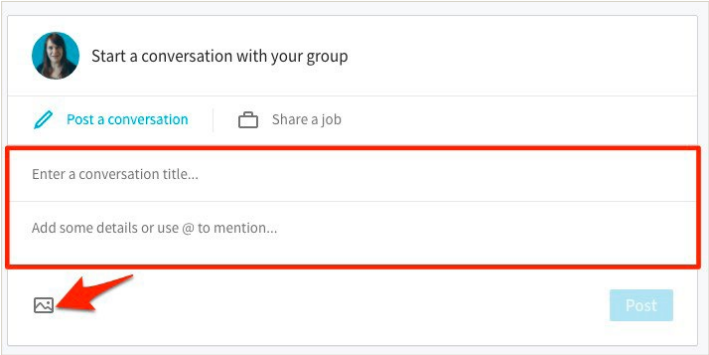
Look for the status update box at the top of the group page.

Click inside the box

Add a title for your conversation

Post more details and include a link and/or photo if you want to.

Click 'Post' to add your discussion to the group.



Posting in groups

Groups should be a place to foster relationships. When your request is accepted look for a thread that allows you to introduce yourself.

Look at the discussions within the group. Can you comment or contribute to the discussion threads?

Do you have a question you want to ask?

Have you found a link you think members will be interested in?

WHAT'S NEXT?

Now you've got a better understanding of how LinkedIn works try:

- Update your profile every weekday
- Search for people and groups using LinkedIn search
- Endorse some of the people you are connected to
- Request or write a recommendation
- Publish a long-form article on your LinkedIn profile
- Join and post in a group

Irish Life

Irish Life Assurance plc is regulated
by the Central Bank of Ireland.

ILA 13506 (NPI 11-17)